



Co-funded by
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Flipbook

*New learning path for promoting green
entrepreneurship - GO GREEN*



Visit our website
<https://gogreenhub.eu/>



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Introduction to the GO GREEN initiative

Project Context and Background

The GO GREEN initiative was created in response to the **growing need to prepare young people for the environmental, social and entrepreneurial challenges** of the 21st century. Traditional education often falls short in equipping youth with the **practical experience and transversal skills** required to address complex real-world issues and actively participate in sustainable development. At the same time, the increasing importance of green and social entrepreneurship highlights the need for **innovative learning approaches** that foster active citizenship, employability and meaningful community engagement.



Objectives and Vision

The GO GREEN initiative aims to empower young people, particularly those from diverse and rural backgrounds, to become **active contributors** to environmental sustainability and green entrepreneurship. Its key objectives are to implement the innovative **Pyramid of Learning (PoL) model**, promote **digital collaboration** and **mentorship** through the YoungGreenHub platform, equip youth to address real-life environmental challenges, develop essential **social and entrepreneurial competencies** and share project outcomes through a European network of Youth Ambassadors. We seek to build an inclusive and sustainable **community of young green leaders** capable of driving positive environmental and social change across Europe.



Introduction to the GO GREEN Flipbook

The GO GREEN Flipbook is a comprehensive **digital guideline and summary of the lessons learned** throughout the implementation of project activities. It serves as the primary tool for ensuring the long-term visibility, sustainability and transferability of the project's key results.

➔ Mission

To provide a **"how to" guide** for any community or organization interested in replicating the project's success activities. **It includes:**

- **A Summary of the Pyramid of Learning (PoL)** - a detailed introduction to the mentorship-based collaborative learning model and its four core blocks (Demonstration, Discussion, Practice and Teach Others).
- **Project Results and Solutions** - documentation of the real-life environmental solutions developed by youth participants during the themed hackathons.
- **Adaptability Guidelines** - a dedicated section focusing on how the GO GREEN tools and methodologies can be generalized and applied to different settings or other community-interest issues.
- **Recommendations** - a set of expert recommendations based on the project's implementation to help others avoid common pitfalls.

Broader mission

The flip book plays a critical role in the project's broader mission by:

- **Bridging the Educational Gap** - sharing non-conventional social skills needed to address local and global environmental problems that are often missing from formal education.
- **Inspiring New Initiatives** - encouraging other European projects and underdeveloped communities to implement similar mechanisms for green entrepreneurship.



- **Ensuring Broad Reach** - to maximize its impact across Europe, the guide is translated into six languages, making it more accessible to a wider audience and enabling its use by diverse communities across different countries.

The GO GREEN Pyramid of Learning (PoL) Model



→ GO GREEN Pyramid of Learning (PoL) Model Guide

PoL introduces a **structured competence development pathway** for green entrepreneurship education. It explains how young people can move from awareness and digital access to discussion, hands-on problem solving and community leadership **through non-formal and experiential learning**.

The guide is **designed for** youth workers, educators, mentors, training organisations and project partners who want **to support** young people in developing green, social and entrepreneurial competences.

It can be used as a practical reference for planning learning activities, hackathons, mentoring processes and community-based sustainability initiatives.

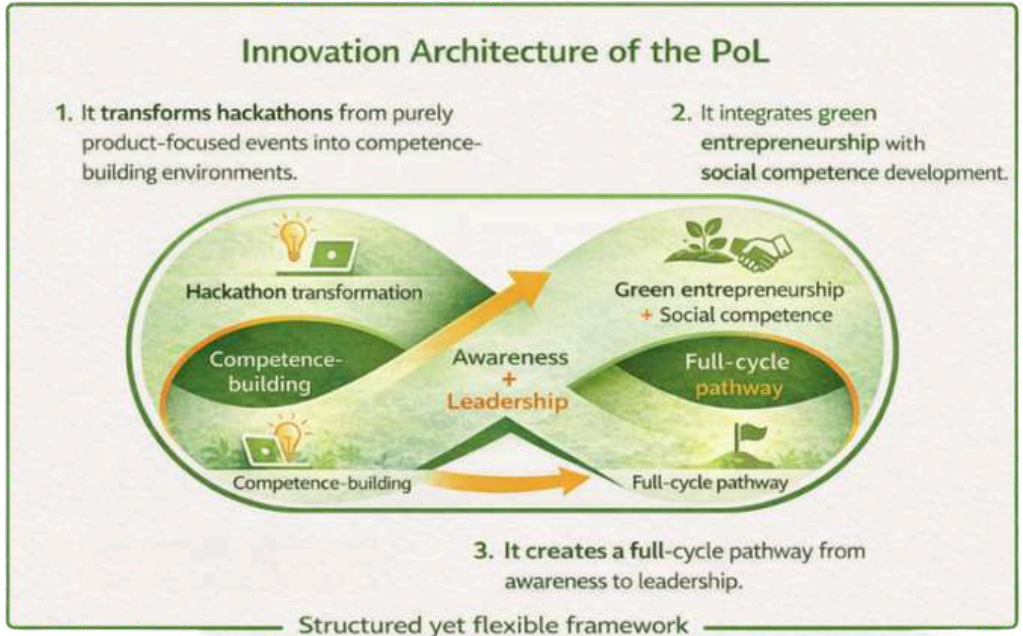
→ Concept and methodology

PoL is an innovative framework that equips young people with the skills and competences to support the green transition while fostering entrepreneurship, employability and social impact.

Combining digital learning, non-formal education and practical experience, the **methodology supports participants** as they progress from **building knowledge** to **developing solutions** and **leading change** within their communities.



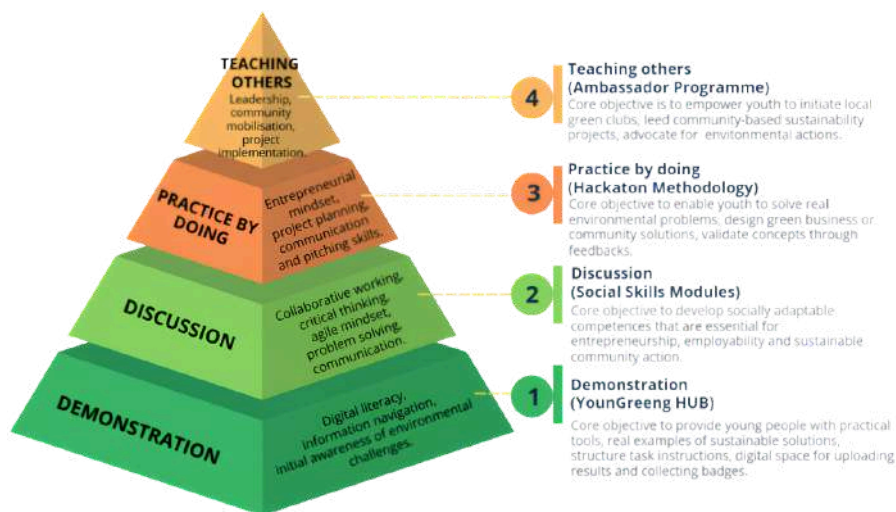
→ Structured and flexible framework



→ The learning blocks

PoL is built around **four interconnected learning blocks** that guide participants through a progressive learning journey - from discovering new ideas to creating solutions and leading positive change in their communities. **Each block builds on the previous one**, combining knowledge, skills and practical experience into a continuous learning cycle.





Block 1: Demonstration – Explore and Discover

The first learning block introduces participants to the world of green entrepreneurship through the HUB. Acting as explorers, learners access digital resources, practical tools and inspiring examples of sustainable solutions, building the knowledge and digital competences needed for the next stages.

Block 2: Discussion – Reflect and Develop Skills

The second block focuses on developing essential social and entrepreneurial competences through the GO_GREEN Social Skills Modules. Participants engage in collaborative learning, critical reflection and dialogue, strengthening skills such as teamwork, critical thinking, problem solving, agility and digital collaboration.

Block 3: Practice by Doing – Create and Test Solutions

In this stage, participants put their knowledge into practice through themed hackathons and challenge-based learning. Working in teams with mentor support, they develop, test and refine innovative green business or community ideas while gaining valuable hands-on experience.

Block 4: Teaching Others – Lead and Inspire

The final learning block empowers participants to become community leaders and GO GREEN Ambassadors. They apply their learning beyond the project by leading local initiatives, sharing knowledge, supporting peers and promoting sustainable practices within their communities.

Together, these four learning blocks create a dynamic and interconnected methodology that encourages continuous learning, collaboration and real-world impact.

Rather than following a strictly linear path, **participants are encouraged to revisit, apply and expand their knowledge**, ensuring that learning evolves into action, leadership and lasting community change.



[Download PoL Model](#)



GO GREEN toolset and results

➔ I. Digital Collaboration Platform: Overview of the upgraded YoungGreen HUB for digital learning

The GO GREEN digital collaboration platform is an upgraded version of the existing YoungGREEN Hub, serving as the project's main digital collaboration and learning environment. Within the Pyramid of Learning (PoL), it functions as the "Demonstration Block", supporting knowledge sharing, collaboration and mentorship.

Building on the existing YoungGREEN Hub, the platform has been expanded with the **GO GREEN social skills training modules** and **additional learning resources**. It supports green entrepreneurship and innovation by providing access to learning materials, facilitating international collaboration and supporting hackathon activities and idea exchange.

The GO GREEN website is available in six languages, while the digital collaboration platform operates in English as a common working language, enabling participants from different countries to communicate and collaborate effectively.

The platform **offers collaborative learning opportunities, digital support for hackathons and project development** and **free access** through an open-source system. It will continue to be maintained by the GO GREEN partner organisations to ensure its long-term sustainability.

SIGN UP



II. Themed Hackathon Methodology: Transforming product development into multiple mentoring-oriented skill development

The Themed Hackathon Methodology developed within the GO_GREEN project transforms traditional hackathons **into mentoring-oriented learning experiences** focused on developing both green and social competencies. As a core component of the Pyramid of Learning (PoL) model, it provides young people with a **practical, hands-on environment** where they collaborate on real-life environmental challenges, strengthen skills such as **teamwork, critical thinking and problem-solving** and gain valuable **experience** in green entrepreneurship and active citizenship through intensive mentoring and transnational cooperation. According to the project implementation, three hackathons have been organised in Ireland, Hungary and Bulgaria, each contributing valuable lessons learned. These experiences have been used to reflect on what worked well, identify areas for improvement and continuously refine the methodology for future activities.

The methodology is built around several key features:

Focus on social and green competencies – it shifts the emphasis from product creation to developing collaboration, critical thinking, adaptability and problem-solving in a safe, supportive learning environment.

Methodology guide – a comprehensive guide for youth workers and mentors ensures structured implementation and is translated into all partner languages for consistent use across countries.

Intensive mentoring experience – hackathons are delivered as a minimum of 48-hour sessions where trained youth workers support and guide participants throughout the process.

Real-life environmental topics – participants work on authentic challenges such as waste management, carbon neutrality, regenerative agriculture, nature-based solutions and sustainable design

Transnational collaboration – activities were implemented across hackathons in Ireland, Hungary and Bulgaria, promoting cross-border learning and exchange.

Certification – participants received Youthpass certificates to formally recognise their non-formal learning achievements and acquired competencies.



III. Social Skill Development Modules: Training kits for collaborative working, critical thinking, agile mindset, problem-solving and digital integration.

The GO GREEN training programme equips young people and youth workers with the knowledge, skills and mindset needed to drive sustainable change and green entrepreneurship. Based on the Pyramid of Learning (PoL) methodology, the programme combines interactive digital learning with **practical, challenge-based experiences** to develop both **personal and professional competences**.

The training consists of **five Social Skills Modules** - Collaborative Working, Critical Thinking, Agile Mindset, Problem Solving and Digital Integration of Non-Digital Manners.

Available through the digital platform in six languages, the modules encourage collaboration, innovation and community engagement. Participants who complete the training programme and associated activities **receive Certificates, recognising the social, digital and green competences** they have developed.

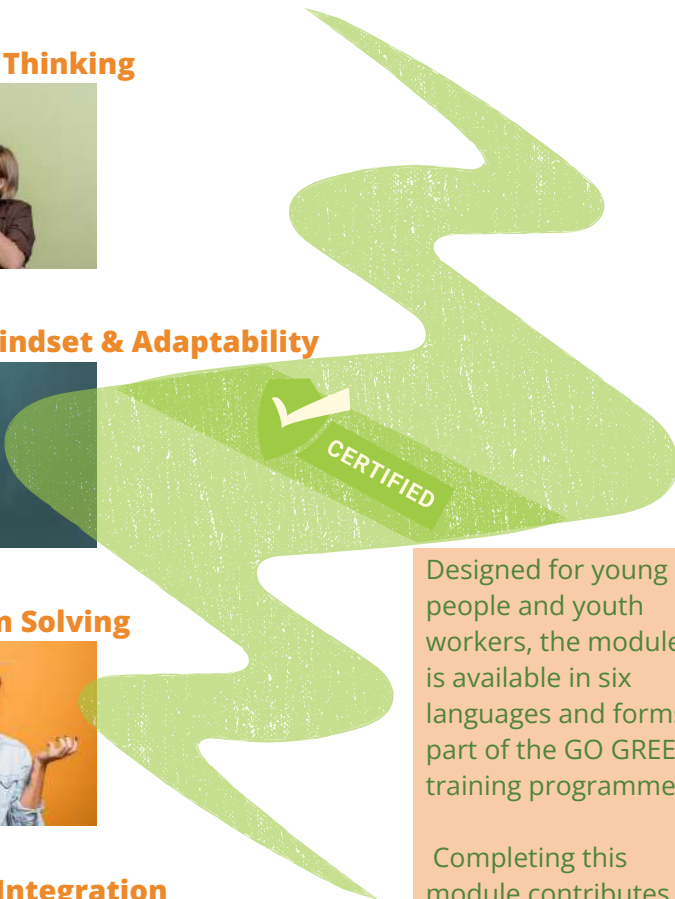
Module 1 - Collaborative working



Module 2 - Critical Thinking



Module 3 - Agile Mindset & Adaptability



Module 4 - Problem Solving



Module 5 - Digital Integration



Designed for young people and youth workers, the module is available in six languages and forms part of the GO GREEN training programme.

Completing this module contributes towards earning Certificates, recognising the social and green competences you have developed.



IV. Youth Ambassador Program: Community building, networking and management skills for youth leaders

The Ambassador Program represents the next step in the learning journey of young people who have participated in the Green Hackathons. Its purpose is to empower these young innovators to move from participation to active leadership by engaging them in sustainability awareness, green entrepreneurship, and community-based environmental initiatives, starting within their local communities. By completing the Ambassador Program, participants will strengthen a set of practical competences that enable them to lead initiatives, engage their communities and build meaningful connections with local stakeholders. The learning outcomes are organized around three complementary areas – Management and organization skills, Community building skills, Networking and stakeholder engagement skills.

Becoming a Green Ambassador offers participants opportunities that extend beyond the training itself. Ambassadors gain recognition for their contribution, strengthen their international connections and have new opportunities to showcase and further develop the ideas created during the hackathons.

[Download Ambassador programme](#)



GO GREEN SOLUTIONS #1

1st Hackathon – Blue Economy
Letterkenny, Ireland | 10–12 March 2026

100+ participants from 6 countries explored blue economy challenges and developed four green solutions through teamwork and mentoring.

Agricultural Runoff and Nutrient Pollution –
Reducing nutrient pollution from agricultural activities.

Poor Ecological Status of Surface Waters –
Improving water quality and protecting aquatic ecosystems.

Inadequate Sewage and Wastewater Treatment –
Promoting effective wastewater management and treatment.

Plastic Pollution – Reducing plastic waste and promoting reuse and recycling.



GO GREEN SOLUTIONS #2

2nd hackathon - Urban Sustainability Veszprém, Hungary | 16-18 June 2026

30 participants from 6 countries explored urban sustainability challenges and developed four green solutions through teamwork, mentoring and local study visits:

Intergenerational Community - Connecting generations through shared activities

Active and Sustainable Mobility - Promoting walking and cycling

Food Waste to Animal Feed - Reusing food surplus as animal feed

Water Retention - Collecting and reusing rainwater



GO GREEN SOLUTIONS #3

3rd hackathon - Rural Tourism Tryavna, Bulgaria | 6-8 October 2026

31 participants from 6 countries explored local sustainable tourism practices and developed four green solutions through teamwork and mentoring:



Re:food - food waste recovery and composting



Speed for Change - Car-free tourism and cycling



Green Guide Tryavna - Green Passport and visitor rewards



Green Roots Festival - Eco-friendly events, crafts and traditions

TOGETHER FOR A GREENER TOMORROW



1



2



3





SUMMARY OF LESSONS LEARNED



What Worked Well

- 1. Logistics, Accommodation, and Food:** Staying at the same hotel simplified logistics and gave participants more group leisure time after work activities. Transport was well-organized, and the opportunity to try local food and restaurants enriched the intercultural experience.
- 2. Mentorship and Flexible Work Spaces:** Mentors were supportive without being overly intrusive. Mentors could take teams to work in alternative areas (such as the hotel lobby or into town) rather than being confined to a single room.
- 3. Workshops, Activities, and Icebreakers:** Cultural visits served as great rewards. Icebreakers, cultural workshops, and group activities like the soap-making workshop helped everyone network and collaborate as a whole group. Fun presentation formats (e.g., mime) were also well-received.
- 4. Resources and Group Setup:** Small group sizes worked well. Idea development templates, useful topics, and knowledge bases provided great support to young participants.

Challenges We Faced

1. **Time Constraints and Dense Schedules:** The 2.5 to 3 days were insufficient to fully develop project ideas. Schedules were exhausting because local visits were packed too closely together without enough regular breaks or downtime.
2. **Clarity on Presentations and Judging:** There was confusion regarding how ideas should be presented, shifting from planned exhibition stands to standard presentations. Judging criteria were also missing on the first day.
3. **Group Dynamics and Communication:** Interest alignment during registration needed improvement, as did keeping groups mixed to encourage English as the working language. There was no central communication channel or shared online hub for team formation prior to the event. Mentors also needed better training to handle team dynamics.
4. **Event Activities and Comfort:** Drinks were not readily available for participants. Morning energisers and initial team-building activities were omitted due to tight time schedules.



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Contact Information



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KA220-YOU - Cooperation partnerships in youth (KA220-YOU)

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